

# CSD Driver License/State ID Services

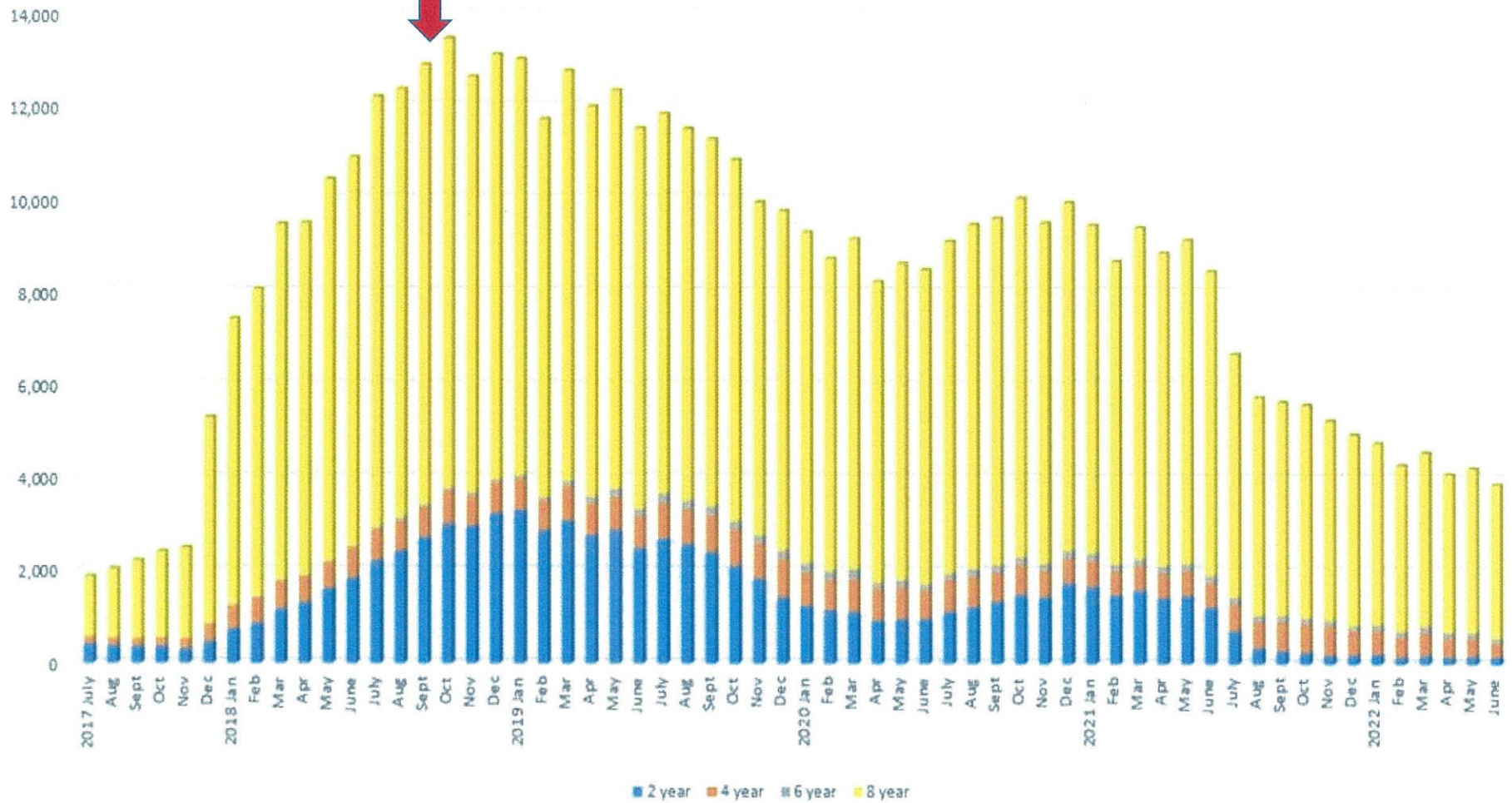
**2018 is seeing a large  
increase in the number of  
expiring driver licenses**

Projected license expiration:

Summer of 2017 **2,000** / month

Summer of 2018 **12,000** / month

Projected DL Expirations  
July 2017 - June 2022



# HOW HAVE WE PREPARED?

**Implemented appointment system in April, 2018**

**offer 13,000 appointments**

**7,000 walk-in**

Expanded online options:

Online vehicle registration push

Making Duplicate DL & IDs cards available on line

Fill all vacancies

Expand hours of service

Saturday hours

May - August

Early openings

June – August

Waianae to 5 days

# WHAT HAVE BEEN OUR CHALLENGES?

## **Internal:**

- System down in June
- Implementation of Gold Star in 2018
- Gemalto Data issue

## **External:**

- Document awareness
- Appointment awareness
- “No-Shows”

## **Understanding of the city's Satellite vs Driver Licensing offerings**

### **9** Satellites

Offer a variety of city services. 70% vehicle registration, bill payments

Only two counters equipped for DL. Average 80 per day each (x 9, 332 total)

### **5** Driver Licensing Centers

Focus on Driver licensing and State ID services with multiple windows.

Kapalama alone completes 600 a day (x5, 1,600 total)

# EFFORTS TO REACH THE PUBLIC

Added Appointment messaging on the 6 month reminder card

## **Media Outreach**

January, 2018 Hawaii News Now

January, 2018 KHON2 Morning News

July, 2018 Hawaii News Now

July, 2018 KHON2 Morning News

## **Six radio show messaging**

February, 2018 KSSK, Michael W. Perry

March, 2018 Hawaii Public Radio

August, 2018 KSSK Michael W Perry

August, 2018 Hawaii Public Radio

August, 2018 Rick Hamada Show

August, 2018 Mike Buck Show



23 total media interviews, including multiple Kokua Line messaging

July 21 Star-Advertiser piece headlining: "Plan ahead for license renewals"

August 5 Star-Advertiser editorial under headline "City doing more to help ease backlog"

### **Website Launch "Get out of line"**

### **Social Media**

Nearly 30 posts this summer on City's Facebook page

An aggressive two-month campaign aimed at informing the public on how to be successful at this task.

### **Speaking Engagements**

Community Groups

Business Associations

Senior Living Homes

**Future:**

- Planning on contact hires for front line document assistance
- Contract hires for lunch coverage
- Contract hire to handle special services
  
- Increased counter service
  - Increase in staffing and equipment